

What is claimed is:

1. A method for improving sales of a company, comprising:
performing mystery shopping at a company;
evaluating the mystery shopping;
5 transmitting evaluation data for the mystery shopping to a central location;
determining a relevant improvement factor for the company at the central location
based on analysis of the evaluation data for the mystery shopping;
developing a specific knowledge product for improving employees of the
company in the relevant improvement factor;
10 implementing the specific knowledge product with the employees of the company
for improving the employees of the company in the relevant improvement factor,
increasing customer satisfaction and sales.
2. The method of claim 1, wherein an entity receives consideration from the
company for providing the method to the company, and at least a portion of the
15 consideration is returned to the company if providing the method does not improve
sales.
3. The method of claim 1, wherein at least one of the above method and one
or more steps of the above method are performed multiple times with employees of the
same company to improve multiple improvement factors.
- 20 4. The method of claim 1, wherein performing mystery shopping at a
company includes performing mystery shopping at multiple store locations of a
company.

5. The method of claim 1, wherein performing mystery shopping at a company includes mystery shopping multiple times at a store location of a company.

6. The method of claim 1, wherein evaluating the mystery shopping includes answering a number of predetermined questions related to the mystery shopping
5 immediately after performing the mystery shopping.

7. The method of claim 1, wherein transmitting evaluation data for the mystery shopping to a central location includes accessing a web site and providing answers to a number of predetermined questions related to the mystery shopping to the central location via the web site.

10 8. The method of claim 1, wherein transmitting evaluation data for the mystery shopping to a central location includes transmitting answers to a number of predetermined questions related to the mystery shopping to the central location wirelessly using a wireless communication device.

9. The method of claim 1, further including developing a specific training
15 program for improving employees of the company in the relevant improvement factor; and implementing with the specific knowledge product the specific training program with the employees of the company for improving the employees of the company in the relevant improvement factor, increasing customer satisfaction and sales.

10. The method of claim 1, wherein determining a relevant improvement factor
20 for the company at the central location based on analysis of the evaluation data for the mystery shopping includes determining multiple relevant improvement factors for the company at the central location based on analysis of the evaluation data for the mystery shopping, developing a specific knowledge product and a specific training program for

improving employees of the company in the relevant improvement factor includes developing multiple respective specific knowledge products and specific training programs for the multiple respective relevant improvement factors; and implementing the specific knowledge product and the specific training program with the employees of the company for improving the employees of the company in the relevant improvement factor includes implementing the multiple respective specific knowledge products and specific training programs with the employees of the company for improving the employees of the company in the multiple respective relevant improvement factors.

11. The method of claim 1, wherein the specific knowledge product is a concrete, tangible, physical product capable of being sensed by at least two of the five basic human senses.

12. The method of claim 1, wherein the specific knowledge product is a concrete, tangible, physical product capable of being sensed by at least three of the five basic human senses.

13. A method for improving service of an service entity, comprising:
performing mystery evaluation at a service entity location;
transmitting evaluation data for the mystery evaluation to a central location;
determining a relevant improvement factor for the service entity at the central location based on analysis of the evaluation data for the mystery evaluation;
developing a specific knowledge product for improving members of the service entity in the relevant improvement factor;

implementing the specific knowledge product with the members of the service entity for improving the members of the service entity in the relevant improvement factor, improving service.

14. The method of claim 13, wherein the service entity is an entity from the group consisting of a commercial entity, a public sector entity, a non-profit entity, a charitable entity, a volunteer entity, and a religious entity.

15. The method of claim 13, wherein the specific knowledge product is a concrete, tangible, physical product capable of being sensed by at least two of the five basic human senses.

16. The method of claim 13, wherein the specific knowledge product is a concrete, tangible, physical product capable of being sensed by at least three of the five basic human senses.

17. The method of claim 13, further including developing a specific training program for improving members of the service entity in the relevant improvement factor; and implementing with the specific knowledge product the specific training program with the members of the service entity for improving members of the service entity in the relevant improvement factor, improving service.

18. A method for improving sales of a company, comprising:
determining a relevant improvement factor for employees of the company at a central location based on analysis of customer shopping data;
developing a specific knowledge product and a specific training program for improving employees of the company in the relevant improvement factor;

implementing the specific knowledge product and the specific training program with the employees of the company for improving the employees of the company in the relevant improvement factor, increasing customer satisfaction and sales.

19. The method of claim 18, wherein the specific knowledge product is a concrete, tangible, physical product capable of being sensed by at least two of the five basic human senses.

20. The method of claim 18, wherein the specific knowledge product is a concrete, tangible, physical product capable of being sensed by at least three of the five basic human senses.

21. A system for improving sales of a company, comprising:

a collection device having an input means;

an analysis server, communicatively coupled with the collection device via a communication network and including a data analyzer configured to analyze customer shopping data and determine a relevant improvement factor;

a product developer configured to develop a knowledge product related to the relevant improvement factor; and

a training developer configured to develop a training program related to the relevant improvement factor and the knowledge product;

wherein the collection device receives shopping data via the input means and provides the data to the server via the communication network and the data analyzer of the server analyzes the data and determines an improvement factor, and a knowledge product related to the improvement factor is created by the product developer and a training program related to the improvement factor is created by the training developer.